



## 中欧 FMBA：遇见更好的自己 CEIBS FMBA's 1st Batch of Alumni: History in the Making

2014年中秋节，中欧国际工商学院2012级在职金融MBA（FMBA）学员迎来了自己的毕业季。在两年的学习生涯中，他们收获了丰厚的知识，结识了一生的挚友，有人得到了创业的资源，也有人领略了生命更深的意义。临别时分，我们撷取四位FMBA学员的毕业感言，从他们朴素、生动的文字之中，我们感受到了中国新一代金融才俊的蓬勃朝气。作为兼具“金融深度、管理广度”的高端人才，他们将为中国金融行业的发展注入别样的活力。

The first cohort of students from CEIBS Part-time Finance MBA (FMBA) graduated earlier this year, an extraordinary moment in the school's history. During the 21-month programme, some found the resources to start their own business while others gained a clearer understanding of the next steps in their career path. *TheLINK* recently caught up with four of these newly-minted FMBAs and asked them to share some of their experiences from the programme, and what's ahead as they embark on the next chapter in their career. This generation of young Chinese financial talents obviously have the energy and enthusiasm as well as the “financial depth” and “management breadth” to make important contributions to the continued development of China's financial industry.

### 陈刚 Chen Gang

天津银行上海分行营业部总经理  
General Manager, Bank of Tianjin  
Shanghai Branch



“将时钟拨回两年前，我在银行从事市场工作 15 年，在不同的机构领导过不同的团队，鲜花掌声下，难免有些自我膨胀。来中欧之后，发现班级里的牛人比比皆是，有些同学专业功底很强，课堂上他们的观点如抽丝剥茧、犀利透彻，这让我不得不脱下骄傲的外衣，意识到了自己视野的盲点。”

“中欧教授授人以渔，不仅从‘术’的层面提供管理工具，更从‘道’的层面提供思维方式，让我以一种全局的视角看待整个金融行业。连续两年的周末上课虽很辛苦，却提升了我的求知欲，让我始终处于一种不饱状态。”

“在进中欧之前，我的人生是一个不停装载的过程，我用超负荷换来职场上的发展，牺牲了健康和家庭时光。来中欧两年，我的人生却放慢了脚步，每个周末回校园读书，都是一次安静思考的过程。一年前，我跟朋友打赌：我说要争取一年之内练出八块腹肌。为了这个誓言，我告别了之前不规律的生活，勤加锻炼，甚至运用 FMBA 课堂上学到的项目管理工具来制定健身计划，最后用半年时间减脂 20 斤。在这个过程中，收获的不仅是八块腹肌，而是一种安静的心态、一种健康的生活。”

“我亲爱的朋友们，请放慢匆忙赶路脚步，人生最重要的投资是自己。”

“After spending 15 years working in marketing at a bank and leading teams in different organisations, I was quite proud of my accomplishments and the accolades I’d received for them. However when I arrived at CEIBS two years ago, I found that there were many successful high achievers in our class. Some had strong backgrounds in academics, and in class they expressed smart, thoughtful ideas. I had to put aside my pride and face my own shortcomings.

CEIBS professors not only provide management tools and techniques, but also teach you how to develop your thinking. This has enabled me to step back and see the entire financial industry from a ‘big-picture’ perspective.

It was hard work to have classes on the weekend for two years, but it increased my appetite for knowledge, and now I’m in a constant state of hunger for it.

Before I began the CEIBS programme, I lived my life

at a fast, non-stop pace. I traded my health and family time for career development. During my two years at CEIBS, however, I slowed my pace. Each time I went to the campus for classes became a period for quiet thinking. A year ago I made a bet with a friend: I said I would try to improve my physical fitness and build up my muscles within a year. In order to achieve this I said goodbye to my former lifestyle and plunged into a new life of diligent exercise. I even put the project management tools that I learned in the FMBA programme to use when designing my fitness programme. The result is that I lost 10 kilos within six months, and not only developed my muscles but also a peaceful state of mind and a healthy lifestyle.

If I had any advice to offer it would be this: slow down; the most important investment you can make in life is to invest in yourself.”

## 林洁 Lin Jie

沃尔沃建筑设备有限公司财务总监  
Director of Finance,  
Volvo Construction Equipment



“在进化成领军人物的路上可能并非一帆风顺，但只要能成为更好的自己，就已然足够。

“在中欧读书注定是艰难旅行，路上少不了低于预期的分数，但中欧也让我遇见了更好的自己，看到了自己的潜力，知道了自己的底气，让我更关注自己的价值，并懂得如何提升价值。

“关于未来，我想要成为更生动的人，会赚钱，会经营人生，做自己真正喜欢的事情，定要背起行囊走天下饱览胜景，也要三五好友聚案头共谋学术。希望身边的亲人、同事、朋友都能够因为自己的存在而倍感温暖。”

“It’s not an easy road to travel when evolving into a leader; but as long as you can emerge a better person, it’s worth the effort.

My studies at CEIBS were destined to be a difficult journey, with many unexpected bumps. However CEIBS helped me discover my better self, see my potential, understand my strengths, and teach myself how to focus more on my own value, and to improve it.

In the future, I’d like to be a more vibrant person who can be financially successful while also enjoying life and doing the things that I really love. I’m determined to travel and see the wonders of the world, and keep on learning with my friends. It’s also important that my relatives, colleagues, and friends enjoy being around me.”

**赵磊 Zhao Lei**

中建投信托绍兴财富中心  
部门总经理  
General Manager, JIC Trust's  
Shaoxing Fortune Centre



“来中欧之前，我在中国人民银行杭州中心支行外汇检查处和货币信贷处工作，在人民银行工作的八年，我的职能一直是‘裁判’，虽然这是一份外人看来很艳羡的工作，但我内心十分想尝试一下做‘球员’的滋味。”

“两年前，怀着明确的目标，我进入中欧学习。工作多年重回教室的感觉，就好像一个孩子走在浩瀚大海的沙滩上，欣喜地捡拾贝壳。”

“我的中欧伙伴们是一群心怀梦想、脚踏实地、活泼有趣的人，是一群值得信任、志同道合的 Life-long Partner（一生伙伴）。而立之年能遇到他们，收获不可谓不丰硕。”

“班里有三位同学都来自杭州，每个月我们一同驱车往返上海求学，旅途中难免‘劈情操’，聊聊生活、理想和未来……在同学的鼓励下，在中欧的第二年，我决定打破安全圈，离开人民银行，加入中建投信托，开始了杭州绍兴的双城生活。”

“在新的公司，我担任财富中心部门总经理，相比以前相对宏观的工作性质，现在的工作微观而具体，职能方面也转为全面管理，每天带领团队‘沙里淘金’，找到合适的交易对手并完成交易。”

“中欧 FMBA 的学习从管理方面对我的知识体系做了补充，使我的综合战斗力迅速提升。而同学们的相互影响，是我

做出这一转变的加速器和信心源泉。61 位同学就像 61 面镜子，通过他们照见自己，消除了未知的‘恐惧’。”

“两年后的我，最大的改变是敢于追求变化，看清楚自己想要的是什么，并学着如何取舍。回头看走过的轨迹，之前是一条单行道上，中欧 FMBA 的学习之旅，就像忽然打开了一扇门，门后有无限可能……”

“Before I came to CEIBS, I worked in the Foreign Currency Check and Credit department at the People's Bank of China's Hangzhou Central Branch Office. During my eight years there, my job was to be a 'referee'. Although that's a job many people would covet, I wanted very much to try being a 'player'.”

Two years ago, with clear goals in mind, I began the CEIBS FMBA Programme. Being in a classroom again after so many years spent working in an office made me feel like a child walking on the beach along the wide-open sea, happily picking up shells along the way.

My CEIBS classmates have profound, heart-felt dreams, and are down-to-earth, lively and interesting. They're trustworthy, life-long friends.

Three students, including me, are from Hangzhou. Every month we would drive together to Shanghai for our classes at CEIBS. Along the way we inevitably discussed our values, our lives, our dreams and our future. Encouraged by my classmates, I decided to break away from my circle of security and leave People's Bank of China to join JIC Trust, thus beginning my own tale of two cities: Hangzhou and Shaoxing.

At the new company, I'm General Manager of the Fortune Centre. At my previous job I was a generalist, my new position requires minute attention to detail, and my function is overall management, leading the team in 'sifting gold out of sand' – identifying appropriate trading partners and conducting transactions with them.

The CEIBS FMBA programme added management skills and tools to my existing knowledge, and my overall abilities quickly improved. The interaction between students facilitated this change and it was the source of my confidence. The 61 students in the class were like 61 mirrors; I saw myself through their reflection and lost my fear of the unknown.

After the two years at CEIBS I saw great changes in myself. I became braver in pursuing change, saw more clearly what I really wanted, and learned how to choose. Looking back at the course of my life, I can see that before I'd been travelling down a one-way street. Now, after the CEIBS FMBA programme, a door has opened for me and there are infinite possibilities behind it.”



陆斯惟 Lu Siwei

上海喔嚙互联网科技有限公司  
首席财务官  
Lu Siwei, Chief Financial Officer  
at WOSAI.cn

“还记得两年前刚入校时，我用了几个标签来定义当时的自己：四大、土鳖私募、单身非公害、折腾、公益 NGO、一个人的游历、中国三明治、正能量、篮球。

“两年之后，站在毕业的临界线上，我再次审视这些标签，伴随着成长，有的标签被另一个标签替代了，有的标签引申出了新的含义，也有些标签消失了。

“两年前，我是典型的金融男，从四大到私募，财务是主要工作领域，每天西装革履地出没于魔都办公楼间，空中飞人般与各类创业公司打交道，分析投资对象，为他们提供财务咨询，创业的种子就在那时埋下了。两年后的我，已投身创业者行列。因为参与 FMBA 课程小组课题报告的契机，我投身到移动互联网行业，与项目发起人共同创立了上海喔嚙互联网科技有限公司。

“创业是‘痛并快乐着’的过程，幸运的是，在同学们的互相鼓励、扶持下，这一路走来还算顺利。随着项目逐渐推进，大家越来越坚信，通过自己的努力，可以用技术来改变世界。

“这一切都缘于中欧 FMBA。”

“I still remember when I first entered CEIBS. At that time I used several (social media style) tags to define myself: #BigFourEmployee, #PE, #HarmlesslySingle, #Active, #TossingAbout, #CharitableNGO,

#SoloAdventures, #ChineseSandwich, #PositiveEnergy, and #Basketball.

Two years later as I stood at the threshold of graduation, I looked back at these tags and realised that I'd grown. Some tags had been replaced by others, while the meanings of some had expanded and still others had disappeared entirely.

Two years ago I was a typical #FinancialBoy, going from the Big Four to PE, with finance as my main career focus. Dressed in business suits, I frequented office buildings and flew here and there dealing with various start-up businesses. I analysed investments, provided financial consultation and buried any seeds of entrepreneurship that I might have had at that time. Now I've become an entrepreneur myself. I used the opportunity of participating in a class project with my FMBA team to plunge into the mobile Internet industry and co-founded WOSAI.cn along with the project's initiator.

The process of starting a business is a mix of pleasure and pain. Luckily, with help and support from my classmates, the project has been successful. As the company gradually develops, we've become even more firmly convinced that our efforts can change the world with technology. All this started in the CEIBS FMBA programme.”

# 2015 级 FMBA 招生信息 2015 FMBA Admission Details

**开学时间:** 2015 年 9 月  
**学制:** 两年  
**授课地点:** 中欧上海校园  
**招生人数:**  
两个班 (约 55 人/班)  
**首轮申请截止日期:**  
2015 年 1 月 29 日

**Programme start date:**  
September 2015  
**Duration:** ~ 2 years  
**Programme venue:** CEIBS  
Shanghai Campus  
**Number of students:**  
Two classes  
(~ 55 students per class)  
**Round 1 application deadline:**  
January 29th, 2015

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